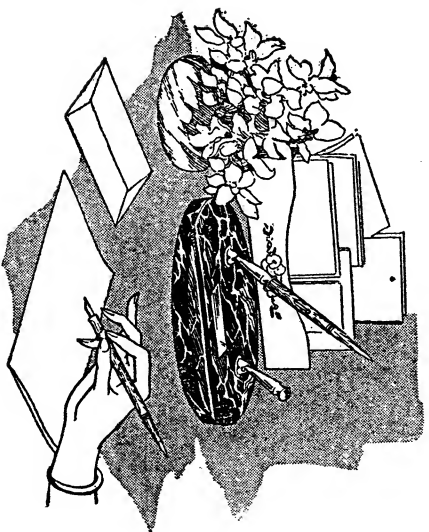


Socially
Correct
Correspondence



Socially
Correct
Correspondence



Published by

L. E. Waterman Company
New York, N. Y.



Our Millions of Friends All Over the World



COPYRIGHTED, 1929, ALL RIGHTS RESERVED
L. E. WATERMAN COMPANY
NEW YORK, N. Y.

WE PRESENTING with our compliments this little treatise upon Socially Correct Correspondence, we bring to you in compact and convenient form for permanent reference the crystallized knowledge of one of the foremost authorities in America today on all matters pertaining to social etiquette and manners.

We believe that men and women alike will read these pages with interest and profit and then assign the booklet to a regular position in either their bookcase or desk for handy future reference.

It has seemed to us altogether fitting that the L. E. Waterman Company as the pioneer fountain pen manufacturer of the world should render this further helpful service to our millions of patrons.

May your letters written with Waterman's always be correct. And may your correspondence ever become increasingly more joyful.

President

L. E. Waterman Company

FOREWORD

By the Author



ABILITY to write a good letter should be part of the social equipment of every man and woman. It is an obligation none can escape. However one dislikes writing letters, however difficult it may be, there comes a time when the issue cannot be evaded. The situation must be met with a pen.

As writer and lecturer on etiquette, each year I am asked thousands of questions by people in all walks of life about matters of correspondence. There are two things that puzzle the writer of a social letter. The first is its *form*—that is, the address, date, proper salutation, signature, etc. The second is its *content*—that is, what to say and how to say it. The matter of form is simple, for form is governed by rules more or less fixed by convention. These I have set forth in this booklet, simply and in detail.

The content of the letter, on the other hand, is not so easily disposed of, for this is not a matter of hard and fast rules. It is a flexible, an individual thing, depending entirely upon the relationship between the corresponding, the circumstances under which the letter is written and the ability of the writer to express his thought with his pen. If he can express himself simply, briefly and with an individual charm, he holds the enviable distinction of being a good letter writer. This

is indeed a gift worth cultivating, for just as in personal contacts we judge a man by his outward appearance and manner, so in correspondence we judge him by the kind of letter he writes, the way it looks and what it says. The letter which is immaculate in appearance and adequate in thought, marks the writer as one familiar with the common rules of social usage. The slovenly, untidy letter, marred by blots and errors in spelling and grammar, marks him as a careless, indifferent person.

In spite of the ever increasing use of telephone and telegraph, the letter still holds the place of first importance as a means of communication. Friendships have been made and cemented by kindly, friendly letters and other friendships have been lost by the letter that was never written. By letter, as by no other way, can we extend to others a friendly word of cheer in success, sympathy in loss, and gratitude for favors. Ability to say the proper thing at the right time in natural, charming fashion has made of letter writing an art that everyone should cultivate.

Helen Hallaway

Table of Contents

	Page
Letter Paper	8
Envelopes	10
Monograms	11
The Address on the Envelope	11
Address on Letter Paper	13
Date of a Letter	14
Salutation of a Letter	15
Complimentary Close of a Letter	15
Signature	17
Do's and Don'ts of Letter Writing	18
Examples of Letters	21
Letter of Condolence	21
Letter of Congratulations	23
Letter of Thanks	24
Bread and Butter Letter	25
Letter of Introduction	26
The Use of Titles in Letters and Invitations	28
Invitations and Their Replies	29
Formal Invitations	30
Visiting Card Invitations	31
Informal Invitations	33
Replies	34
Formal Replies	34
Formal Acceptances	34
Formal Regrets	35
Informal Replies	36
Title Charts	38-39

SOCIALLY CORRECT CORRESPONDENCE



Letter Paper

STATIONERY shops offer a wide and fascinating variety of letter paper, but good taste limits our choice to what is correct and suitable. Just as the clothes of the well dressed person are distinguished by simplicity rather than ostentation, so that letter creates the best impression which is written on conservative rather than showy stationery.

QUALITY—It pays to buy as good a quality as you can afford, for cheap paper gives a cheap appearance to a letter. It is one of those small economies you will regret before the supply is exhausted. Choose any one of the standard linen or bond papers, with or without gloss, heavy or light weight, depending on your preference and your pocketbook.

SIZE—is largely a matter of individual taste. Usually the person with small handwriting prefers the smaller sheet, while the one who writes with a large, sprawling hand chooses the larger size. The United States mail

service recently issued a request to avoid letters and cards of irregular size because they are more difficult to handle. Tiny letters, they say, are easily lost. They ask the public to keep to the more standard sizes where possible.

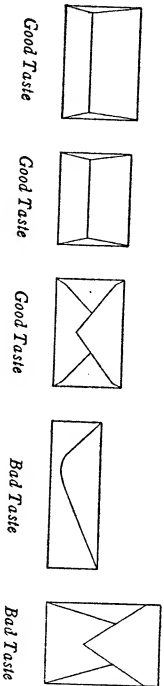
The three standard sizes of double fold letter paper most frequently used are (a) the small note size, about $4\frac{1}{2}$ x $5\frac{1}{2}$ inches, appropriate for the short, social note; (b) the medium size, about $5\frac{1}{4}$ x $7\frac{1}{2}$ inches, suitable for the average letter; and (c) the large, or "club" size, about $6\frac{1}{2}$ x $8\frac{1}{4}$ inches.

It is this club size that is most popular with men. Some men, however, prefer single sheet letter paper, approximately $7\frac{1}{2}$ x $10\frac{1}{2}$, which folds in even thirds. Formerly this was used for business letters only. Of late it has become quite correct for social correspondence as well.

Envelopes

RECENTLY there has been a vogue for the thin, almost transparent letter paper so popular abroad, and the envelope lined with a contrasting or blending color. These are proving particularly popular with school and college students and the younger set in general. If you would follow this fashion, again be sure that you do not choose the bizarre.

As fashions in clothes and furnishings of all kinds change with the times and often verge toward the fantastic, it is not strange that stationery should be subjected to similar influences. But the man or woman of faultless taste always chooses the conservative.



One rule applies to all envelopes—they must exactly match and fit the letter paper, and without getting into envelopes which are so bizarre as to be in bad taste, it is perfectly permissible and easy these days to express your personality in your stationery.

Monograms

A MONOGRAM, while never essential, may lend a desirable air of distinction and individuality. But the monogram if it is used must be exquisite in design, color and placement. Otherwise it detracts from rather than contributes to the appearance of the page.

Styles vary from square to round, from triangular to oblong. Usually, the simpler the design and the better the workmanship, the more effective it is. A monogram should never be larger than the tip of one's finger. It may be embossed or engraved in plain white, black, gold or silver or in the same or contrasting shade of the paper. Its shape and size determine its position on the page. This is usually the exact center top but it may be placed in the upper left hand corner.

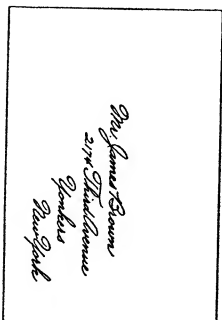
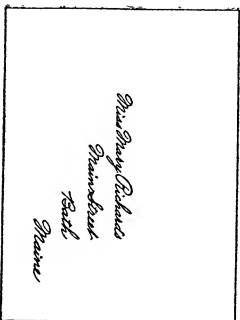
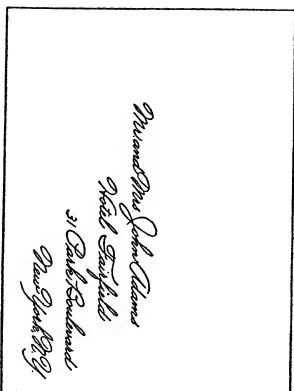
When the envelope has a lining and a monogram is used on the letter paper, it should harmonize with the lining.



The Address on the Envelope

THE United States postal service begs us to write the address legibly and accurately to insure prompt and correct delivery. Social usage demands that there shall be no abbreviations in the address, street, avenue, boulevard—all are written out in full. So is the city. It is not Phila., but Philadelphia.

To be meticulously correct, the state also should be written in full. The postal authorities have issued a special request for this. They say that Col. is too often confused with Cal. and that O. may mean Oregon as well as Ohio. Each year hundreds of thousands of letters fail to reach their destinations through sheer carelessness in writing the address.



For this reason the post office requests that every letter should carry the return address of the sender. In social letters this is never put on the front of the envelope but is written or engraved on the flap.

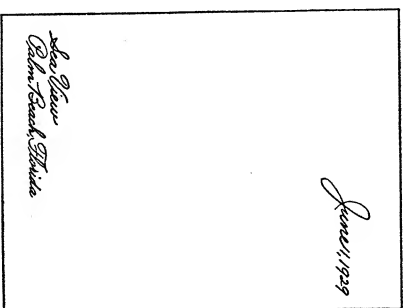
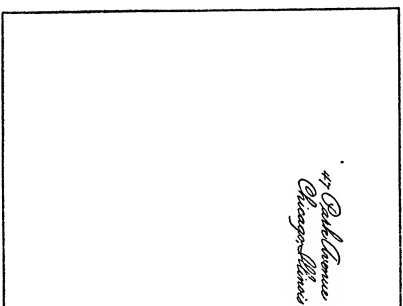
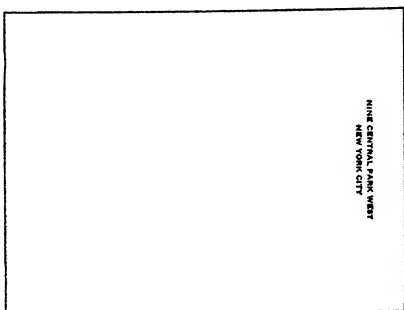
Social usage nowadays calls for no punctuation whatever on the envelopes except the period which follows Mr. and Mrs., etc.

Address on Letter Paper

THE address of the writer should always appear on the letter itself. There are three possible places for this.

If engraved, it must be at the center top of the page.

If written, it may be either at the upper right hand corner or in the lower left hand corner below the signature. This last is for the somewhat more formal social notes.



As in the case of the address on the envelope, it is better form not to abbreviate even though the address

may be long. In fact, even the street number is preferably written in full. For example—

Nine Central Park West
or
Seventy-five Park Avenue

This avoidance of abbreviations, even to the writing out of numerals, has grown out of a sense of implied leisureliness which the social correspondent likes to convey.



Date of a Letter

EVERY letter should carry the date. This is only considerate, for its omission may cause confusion. There are two places where the date may be placed. The more usual one is at the upper right hand corner. Or, if the address takes too much space there, the date may be put at the end, just at the left of the signature.

The date, regardless of where it is placed, may be written in a variety of ways—

June 4, 1929
June 4
June, the fourth
The fourth of June

In very informal notes, the year may be omitted and the date may read—

Monday
Monday, the fourth

Never should it read 6/4/29.

Salutation of a Letter

THE form of salutation used depends entirely upon the relationship existing between the two correspondents. To friends we write *Dear*

to acquaintances, *My dear*.....
In other words, the informal salutation is *Dear*; the formal, *My dear*. This distinction is sometimes confusing because in England the custom is exactly reversed. To intimates we write, *Dearest Jane*; *Jane, dear*, or any one of the affectionate terms which may suit the occasion.

In the social letter, that is, the hand-written one, the punctuation after the salutation is a comma (,), not a colon (:), or a semi-colon (;). Never a dash (—) or colon and dash (:—).



Complimentary Close of a Letter

THE choice of an ending will again depend upon the kind of letter and the degree of intimacy which exists between you and the person to whom you are writing.

Sincerely yours	}	Most frequently used in ending of a social letter.
Yours sincerely		
Affectionately yours	}	Are used in letters to relatives or intimate friends.
or		
Lovingly yours		
or	}	
Devotedly yours		

Gratefully yours { We use only when writing to someone, say a clergyman, doctor, or dear friend who has done some great service for us.

Faithfully yours { Is frequently used by men when writing to a prominent woman or man.

Cordially yours { Is questioned by some authorities on social usage, but some people use it in semi-business, semi-friendly letters, a happy medium between the more friendly "Sincerely yours" and the strictly business-like "Truly yours."

Truly yours
or
Yours truly } Used only in business letters.

Hastily yours . . . Is too hurried to be polite.

It is considered better form not to omit the *yours*. If, however, we close a letter to a relative or an intimate friend with a *lovingly, affectionately, or a devotedly,* not even the most fastidious can object.

Frequently we precede the complimentary close with some such friendly phrase as,—*with kindest regards, our best wishes to you all,—with the hope that I am going to see you soon.*

Believe me, or believe me, dear Mrs...... snacks too much of the old-fashioned.

I remain or I am is thought by many authorities both awkward and superfluous. Therefore it is well to omit both these forms in closing a letter.

A comma should always be placed after the complimentary close, as—*with kindest regards,*

Signature

TO SIGN one's name so that it cannot be read is not a mark of greatness but rather of careless inconsideration of the person to whom you are writing. Theodore Roosevelt's signature was as legible as that of a school boy and the same might be said of Woodrow Wilson's. A tangled, scrawled signature is usually purely an affectation, which none should strive to cultivate. It is smarter as well as safer to sign one's name legibly.

Theodore Roosevelt
Woodrow Wilson

In America, the punctilious consider it better to sign the name in full with no initials. John Manners is preferable to J. Manners and Mary Elizabeth Smith is preferable to Mary E. Smith, particularly in more formal correspondence.

A married woman, writing to her friends, signs Margaret Manners, that is, her Christian name and her married name. In writing to someone who may not be familiar with her husband's first name, she signs (Mrs. John) Margaret Manners.

Failure to observe this particular formality is, in my experience, the most common error in correspondence. Nine out of ten of the letters I receive from married women are signed simply Mrs. John Manners, a form of signature never correct.

Do's and Don'ts of Letter Writing

ABLISS to express simply, unaffectedly and briefly the thought you wish to convey is the great secret of good letter writing.

Decide first of all what you want to say; then say it as simply and naturally as possible. To imagine you are talking to that person instead of writing him may help. This gives the chatty, conversational style of letter everyone likes to receive.

Remember, however, there is one great difference between conversation and correspondence. What goes through the mail is irreparable, therefore let your letters be marked with a certain restraint. Don't let unpleasantness, anger, spite, malicious gossip creep into them. If you must write in anger, do so, but don't mail it until tomorrow—and tomorrow tear it up instead of mailing it.

Be sincere in what you say. Don't gush or use extravagant language. It becomes even more meaningless on paper than in conversation. The classic letters of our literary history are distinguished by the simplicity of their words and phrases, particularly the letters of the Brownings and those between Carlyle and Emerson.

Don't let your letters be tinged with calamity, gloom or complaint. However low you are feeling yourself send cheer through the mail.

Avoid apologies and if one must be made, make it as

briefly as possible. How dull is the letter that is one long alibi for not having written earlier.

Avoid the personal pronoun "I." It is the most overworked word in the language. Frequently correspondents inquire, is it incorrect to begin a letter with I? No, it is only when this pronoun appears in too great profusion that it becomes incorrect.

Do not sacrifice correct English to the omission of this pronoun. Never say, "Hope this reaches you" or "Glad to have your letter." It should be "I hope this reaches you" or "I am glad to have your letter."

Be brief, avoid uninteresting details. The letter that rambles, bores.

Don't underline. Convey emphasis by the force of your words rather than by the force of your pen stroke.

Be careful about your spelling. One misspelled word may make a whole letter seem ridiculous.

Be meticulous in punctuation, paragraphing and spacing. Don't crowd the address and salutation. Leave a good clear cut margin at the left, varying from a half inch to an inch.

Avoid postscripts. P. S. is an old-fashioned tail piece that like most appendages is now superfluous.

Don't use strongly scented paper.

Don't use ruled paper. If you cannot follow a straight line use a guiding sheet.

Avoid colored inks. Use only blue-black or jet black or dark blue for social correspondence.

Make sure it is good ink that does not rub or blur when it becomes wet from rain or moist fingers. Hundreds of letters are lost yearly because the address blurred in spite of Uncle Sam's best intentions to keep them dry. To avoid this use what is known as a permanent recording ink rather than a fugitive or wash ink.

Don't write with a pencil. In these days of fountain pens this is quite unpardonable. Make sure that it is a pen suited exactly to your hand. How much more easily thoughts will flow if not handicapped by a poor pen! A correct point in a well-balanced holder is first aid to a good letter.

Never use a typewriter for social correspondence, for a personal letter, an invitation or its reply. Typewriters are strictly for business use.

Don't number your pages. If you use the folded sheet, write across the first page, then, if the contents require another page use the third page, leaving the fourth one blank, to give a better appearance when the letter is folded. If the letter requires all the available space use the following order of pages—the first, the fourth, then, open up the sheet, turn it sideways and write down the second and third pages.

Fold the letter neatly and so place it in the envelope that when opened it need only be unfolded to be read. In other words, don't insert it upside down.

Be sure to read the letter through before you mail it and look again to make sure the address is correct.

Waterman's Fountain Pens

IN 1883 L. E. Waterman gave the fountain pen to the world.

In the forty-six years that have since elapsed, the public's unwavering faith in Waterman's products has immeasurably increased the responsibility of leadership.

Whether used for social, general or special purposes, Waterman's Pens are invariably pens of preference. They have always been the world's unhesitating choice—the favorites of presidents, capitalists, industrialists, playwrights, novelists, artists—and the choice of the great of the earth. With a Waterman pen, Lindbergh charted his course across the Atlantic.

The possession of a Waterman's Fountain Pen is an invitation to correct social correspondence. The almost limitless variety of Waterman's products permits the preservation of personality through proper selection. A Waterman's Fountain Pen is a lifelong possession—a means of utterance that permits of the freest self-expression without a distracting thought of

the means through which it is accomplished.

For social correspondence a pen has no substitute. "Never use a typewriter or a pencil in social correspondence," says Helen Hathaway, author of this book. "In these days of fountain pens, it is unpardonable to send to friends anything except handwritten letters, invitations and answers to invitations."

Because of their perfect writing qualities, Waterman's pens are the envy and despair of imitators. They are ready to write the instant they are applied to paper—and without the necessity of even the slightest pressure. The ink capacity is more than ample for all ordinary requirements—the internal construction of the hard rubber holders is designed to permit a maximum amount of ink in a minimum of space. Waterman's pens are scientifically and beautifully proportioned and write freely in any position the hand may assume.

No matter how exacting your individual taste, the pen you have always wanted—YOUR pen—is awaiting you at one of the 50,000 dealers through which the L. E. Waterman Company serves a vast public in America.



Waterman's Number

7

Seven
Points

Seven
Dollars

PRESERVE the personality of your handwriting by selecting the pen point that exactly suits the idiosyncrasies of your writing style.

No matter what your preference—if it be for the broadly shaded stroke of the aristocratic stub—or for the sweeping grace of fine shading—or for the dignified regularity of the uniform thin, medium or broad line—one among the **SEVEN POINTS** of Waterman's Number 7 Fountain Pen will enable you to express your individuality with perfect freedom. Each of the **SEVEN POINTS** is identified by a distinctive and decorative band of color on the cap.

Waterman's Number 7 is the standard of pen excellence. It glides over the paper with an ice-like smoothness that requires no pressure or tension of the fingers to maintain a continuous, even flow of ink. The capacity of the ink reservoir—operated by a simple self-filling device—is ample for the most exacting requirements. Of stainless rubber, of ripple pattern, Waterman's Number 7 is as beautiful as it is efficient.

L. E. Waterman Company
191 Broadway, New York
Boston Chicago
San Francisco Montreal London



PURPLE
Stiff; Fine—Makes a thin line with minimal pressure. Popular with accountants.



PINK
Flexible; Fine—Fine, resilient point—round to shade at any angle. Loved by stenographers.



GREEN
Rigid—Tempered to extreme hardness. Won't shade even under pressure. Fine for manifolding.



RED
Standard—Medium flexibility. A splendid correspondent's pen, suits most writers.



YELLOW
Rounded—Tip is ball shape. Writes smoothly on any paper in any direction. Suits southerners.

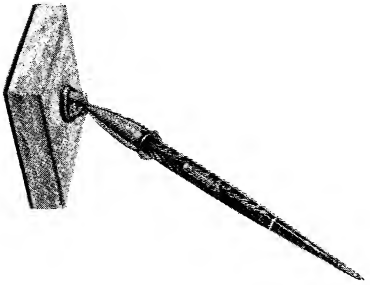


BLUE
Blunt—An improved stub point. Makes a broad or fine line as desired. Rapid writers like this pen.

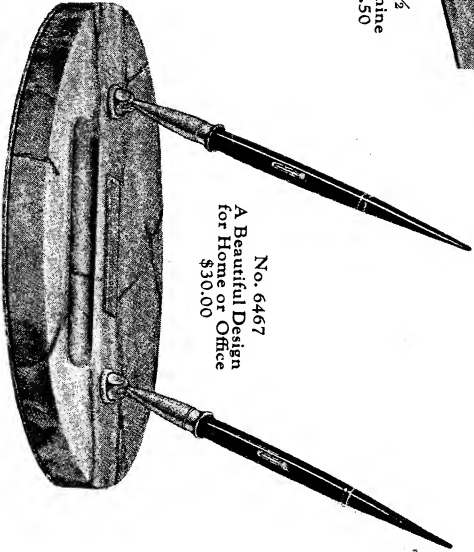


GREY
Oblique—A slanting stub preferred by writers who hold their pen at an angle or between fingers.

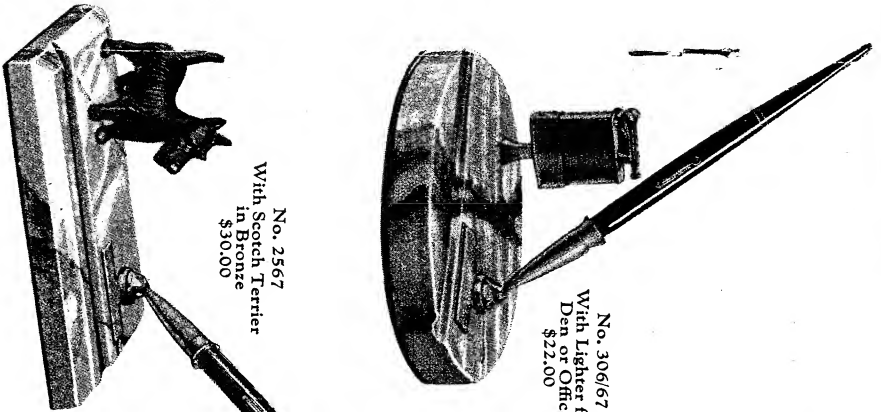
The Era of Desk Sets



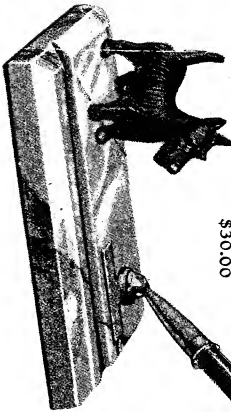
No. 6062½
Dainty Feminine
Desk Set, \$7.50



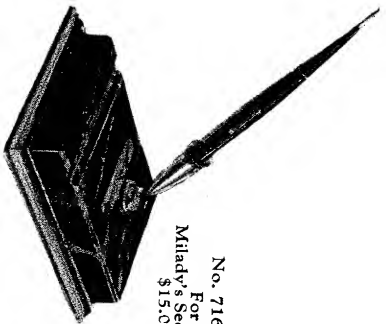
No. 6467
A Beautiful Design
for Home or Office
\$30.00



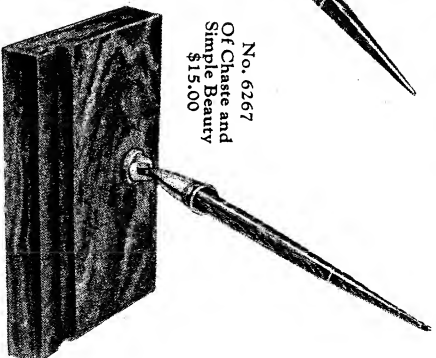
No. 306/67
With Lighter for
Den or Office
\$22.00



No. 2567
With Scotch Terrier
in Bronze
\$30.00



No. 7162½
For
Mistress's Secretaire
\$15.00



No. 6267
Of Chaste and
Simple Beauty
\$15.00

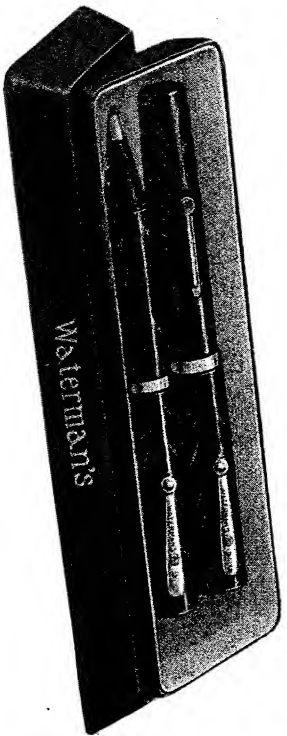
THE Era of Desk Sets accepts as its final criterion of beauty the delightful creations of Waterman's master craftsmen.

Available in a wide variety of exclusive designs, Waterman's Gyro-Sheath Desk Sets give added charm to the most chaste or colorful of secretaires—and added dignity to the most austere of office desks.

The bases are chiseled from black marble, or from green or white onyx, of exquisitely variegated tarry, while the single or double Gyro-Sheaths, which hold the pen at any angle, are either hard rubber or gold.

The pens, which taper gracefully and are in various colors, are self-filling and conform to the high standard of perfection that has made Waterman's pocket fountain pen the inevitable choice of the discriminating user.

As with Waterman's Number 7—described on the preceding page—the purchaser will find among seven different pen points, each identified with its distinctive color band, the one adapted to his or her individual preference.



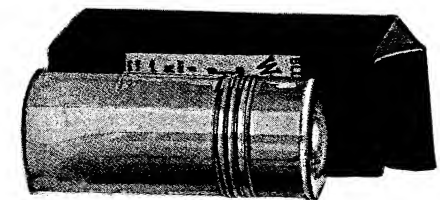
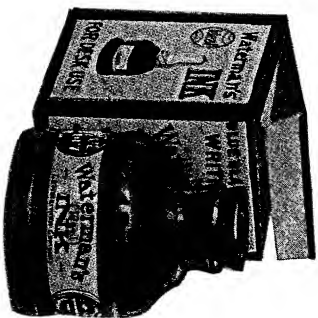
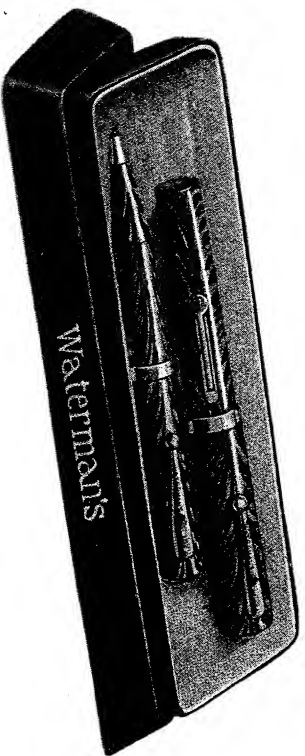
Writing Sets as Gifts

THE writing set may be aptly called the *thoughtful gift*. Available in unlimited variety and of exquisite design and workmanship, Waterman's Writing Sets are appropriate for all occasions and bring lasting satisfaction to the recipient.

There are few more attractive pens and pencils in the great Waterman's assortment than the Two-Tone Writing Sets illustrated. The pens—in two sizes—are self-filling, adaptable to any writing angle, and of the highest standard of Waterman manufacture. The pencils, of simple, sturdy construction, write perfectly and are never out of order.

Of stainless hard rubber, Waterman's pens and pencils are light and pleasingly proportioned. They may be had in lustrous two-toned ripple effects and in three colors—Ripple-Blugreen, Ripple-Rose and Ripple-Olive.

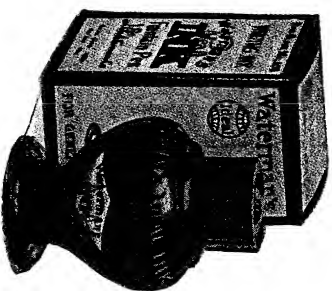
Beautiful gift boxes, furnished free with Waterman's Writing Sets, emphasize their appropriateness as gifts.



THE Ideal Pen deserves the Ideal Ink. Perfected by years of study, this permanent recording fluid is scientifically adapted to Waterman's Fountain Pens. It flows smoothly the instant the pen is applied to paper, will not clog nor cake, and cannot be obliterated by moisture. An intense black when dry—of attractive and lustrous texture—it meets the requirements of social and general usage, as well as the difficult exactions of the stenographer and reporter who can afford nothing but the best.

The social correspondent may secure Waterman's ink in attractive containers for the desk. For the convenience of the traveler, there are non-spillable containers that may be safely tucked away with the wardrobe in traveling bag or trunk. It may also be obtained in the usual Blue-Black or in colors, in the 2-ounce to 1-quart bottles and gallon-jugs.

Waterman's ink completes the satisfaction of Waterman's fountain pens.



The World's Choice

Since 1883

WATERMAN'S Fountain Pens are available at prices that bring the best within the reach of everyone.

No matter how exacting your individual preference, or how difficult the requirements of your writing style—whether you require a pen for social, general or special use—you will find it at your nearest Waterman dealer at a price that pleases.

There are, of course, Waterman's pens of gold and silver—some of them inlaid with precious stones—that sell for hundreds of dollars. But the prices of the most popular styles, some of which are described and illustrated in these pages, are far too reasonable to stand between even the most modest purse and lifelong pen satisfaction.

For more than forty-six years, Waterman's fountain pens have been the World's Choice.

They are unqualifiedly guaranteed by the L. E. Waterman Company to be free from all defects in workmanship.

Examples of Letters

FREQUENTLY persons will ask me to write for them a letter suitable for a certain occasion. But this would be as absurd as dictating a conversation for them to memorize. Personal correspondence is strictly an individual thing, delicately affected by circumstances and relationships. Yet often it is helpful to have at hand an example of a letter that fills the needs of a particular occasion. It offers a ground work plan, as it were, about which the puzzled writer may build his own details.

The letters which follow should be used not as models to be copied verbatim, but as suggestions to be adapted to individual needs. Most of them are actual letters, written and received. I quote them because of the excellence with which they meet a situation within the experience of all of us; in other words because they seem to say the right thing in just the right way.



Letter of Condolence

THE first thing to remember about a letter of condolence is to write one. It is one of the obligations of friendship that must not be neglected. What the letter says is not so important as the fact that you took time from your busy life to send a sympathetic word. Write if you can straight from your heart, simply, with no striving toward effective phrasing or eloquence. Remember that at this time platitudes irritate; it is sin-

cerity that counts. Be brief; don't dwell on the loss; merely a sympathetic sentence or two is quite enough.

This letter from Abraham Lincoln to a mother who lost five sons in the war, hangs on the walls of Kings College, Oxford, as a classic example of the letter of condolence:

Executive Mansion, Washington
November 21, 1864

Mrs. Bixby
Boston, Massachusetts
Dear Madame,

I have been shown in the files of the War Department a statement of the Adjutant General of Massachusetts that you are the mother of five sons who have died gloriously in the field of battle. I feel how weak and fruitless must be any words of mine which should attempt to beguile you from your grief for a loss so overwhelming. But I cannot refrain from tendering to you the consolation that may be found in the thanks of the Republic they died to save. I pray that our heavenly Father may assuage the anguish of your bereavement and leave you only the cherished memory of the loved and lost, and the solemn pride that must be yours to have laid so costly a sacrifice upon the altar of freedom.

Yours very sincerely and respectfully,

ABRAHAM LINCOLN.

Letter of Congratulations

WHEN good comes to a friend we often wish to recognize it with a note. This good may be a political appointment, artistic or literary achievement, a promotion in business affairs, the birth of a child, a college commencement or the announcement of an engagement. This last I find calls forth a host of inquiries. "A man, an old friend of mine, has just announced his engagement. Shall I write him and what shall I say?"

Dear John,

So you have at last found HER! Congratulations and many of them. Do write and tell me what she is like. But you need not tell me she is a wonderful girl. She would have to be that to appeal to you. Luck and good wishes to you both.

Sincerely yours,

NANCY.

This query often comes to me: "My son has announced his engagement to a girl I do not know. Of course I must write her; what shall I say?"

Dear Sally,

Jim has just told me the news of his engagement and I am writing at once to welcome you into the family. Everywhere I hear such delightful things about you. Need I tell you how pleased I am? Jim's father and I are looking forward to meeting you as soon as possible. Won't you plan to visit us this summer at the Farm?

With every good wish for your and Jim's happiness,

Affectionately yours,

MARY WAYNE.

Letter of Thanks

This letter was written by a young girl to a man who has sent her flowers.

Dear Jim,

Who told you that of all the flowers that bloom in the spring daffodils are the very gayest? Their arrival suddenly made a dull day bright. I've already thanked them for their sunshine. This is just a wee note to thank you.

Sincerely yours,

NANCY.

This letter was written from one old friend to another in response to a Christmas gift.

Dear Mrs. Gould,

The beautiful cover for my bridge table which the postman brought this morning was opened with great rejoicing. I would know your exquisite handiwork anywhere and every time I use it I shall think affectionately of the one who took all those stitches for me. The very happiest New Year to you and Mr. Gould!

Lovingly yours,

JANE WRENN.

The bride is confronted with the appalling necessity of writing a thank you letter to every friend who sent her a gift. It need not be written the day the gift arrives, or even before the wedding, but on her return from her honeymoon, there it lies, an obligation that must be met, sooner or later, and preferably sooner. How shall she put a flavor of individuality into each one? To her intimate friends this is easy, but to the formal acquaintance or the total stranger it is more

difficult. Here is how one bride met the situation with friends of her husband who were strangers to her:

Dear Mr. and Mrs. Syles,

The after dinner coffee service is far handsomer than any I ever hoped to own. Just to see it in my dining room gives me little thrills of pleasure. John and I are already looking forward to the time when you may be our guests at dinner and see for yourself the appropriateness of the gift you chose for us.

Sincerely yours,

PRISCILLA HOLBROOK.



Bread and Butter Letter

COURTESY demands that we write a thank you letter (commonly known as the bread and butter letter) to our hostess after making a visit. It should be written immediately upon our return—not within a few weeks but within a few days. To postpone it shows lack of courtesy to your hostess and to neglect to write it at all is the worst possible breach of etiquette.

From an old friend who has enjoyed a visit,

Dear Anne,

I wonder if you realize how thoroughly I enjoyed my visit with you. I found your home so pleasant, your family so interesting, the welcome you gave me so sincere. Isn't it delightful to discover that you and I can pick up our friendship just where we left it off even after a pause of years? That is something that warms the heart. I shall always remember the past week with the greatest of pleasure. Thank you again for a delightful time.

With warmest regards for Harry and love to the children,

Lovingly your friend,

JANE.

From a young man who has spent a week end in the country home of a fashionable hostess:

Dear Mrs. Van Manners,

Town is indeed drab and dull after the gay week end with you at Ten Acres. Coming back on the train we all agreed that we couldn't have enjoyed ourselves more. As soon as you return to town I want to come around, if I may, and continue our discussion of "We Moderns." It is great to find someone who appreciates one's viewpoint even though she does not hold the same one.

Again many thanks for the week end. Its memories are the only things that make this hot old town endurable.

Faithfully yours,

CHARLES GOODFELLOW.

From the wife of a young couple to their hostess of a week.

Dear Mrs. Brown,

Your kindness to John and me at your home is one of the things I shall always remember. The taste of gaiety you gave us at the theatre and among your interesting friends was a veritable tonic in the quiet life we ordinarily lead. We are looking forward to the time when some pause in your busy life may give us the opportunity to extend to you a taste of the quiet life here in the country. I wonder if you could possibly find the contrast as refreshing as we did?

With gratitude for a host of happy memories,

Sincerely yours,

MARY ELIZABETH BROWN.

Letter of Introduction

THE courteous man or woman thinks twice before writing a letter of introduction for in itself it carries the implication that the two people introduced will enjoy each other. Unless one can be sure of this and

knows the recipient well enough to make this demand on his or her interest, hospitality and time, such a letter were better not written at all. It is never good taste to ask another for such a letter but there are times when it is courteous to write one.

For instance:

When a good friend goes as newcomer to a community where you yourself have friends—

Dear Mrs. Stone,

This will introduce to you Mrs. Van Winters, my good friend, and neighbor, who comes as a stranger to your town. Since you have friends and interests in common, I am so sure you will enjoy each other that I am not waiting for a chance to bring you together.

Sincerely yours,

MARTHA BLAKE.

Mrs. Van Winters, on her arrival usually mails the above letter to Mrs. Stone together with her visiting card. At once it becomes Mrs. Stone's obligation to get in touch with the stranger as soon as possible, either by telephone, a written note or a personal call, to be followed as soon as possible by an invitation to some kind of social function. Or, if Mrs. Van Winters prefers she may leave this letter with her visiting card in a call at Mrs. Stone's home.

This letter was written by one girl to another:

Dear Molly,

This is Jim Sharp who is to be in Philadelphia for a few days. I am hoping you will take him under your social wing. You'll find he's good fun and fits in wherever you put him. Do be nice to him.

Lovingly,

HELEN.

The Use of Titles in Letters and Invitations

MR. is the title most frequently used in addressing a man. Mr. John Smith.

Esq., a title popular in England is preferred by a few. John Smith, *Esq.* Observe in this instance that the preceding title *Mr.* is omitted.

If a man bears the same name as his father, he is addressed Mr. John Smith, Jr. or Mr. John Smith, junior. Note that in the abbreviated form of junior the *J* is capitalized. When the word is written in full small *j* is used.

If there is a grandson of the same name, he is addressed as Mr. John Smith, third, or Mr. John Smith, 3rd.

Mrs. is the correct title for a married woman.

Mr. and Mrs. John Smith is the form used in addressing man and wife.

Since the titles *Mr.*, *Mrs.*, *Esq.* and *Jr.* are abbreviations, they are always followed by a period.

A widow retains her husband's full name, Mrs. John Smith, not Mrs. Mary Smith.

A divorced woman substitutes her maiden name for her husband's first name. She is addressed as Mrs. Mary Stewart Smith.

Miss is the correct title of an unmarried woman. It is

not followed by a period because it is not an abbreviation.

An envelope addressed to two unmarried women in the family reads The Misses Jones.

The older daughter in a family is addressed Miss Jones; the younger one, Miss Mary Jones.

A letter to a physician may be addressed either Dr. John Smith or John Smith, M.D. The same applies to the title D.D. When addressing man and wife under these circumstances, the correct form is Dr. and Mrs. John Smith.

A title that frequently causes confusion is Reverend. It is The Reverend James Brown or The Rev. Mr. Brown. Never Reverend Brown. (See chart, page 39).

The title Honorable should be similarly treated. The Hon. Peter Sterling. Not Hon. Sterling.



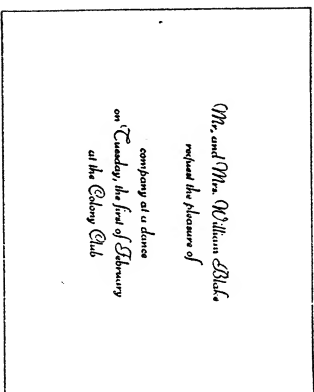
Invitations and Their Replies

INVITATIONS and their replies might be termed the business letters of the social world for they are governed by strict rules of etiquette which social correctness demands must be rigidly observed.

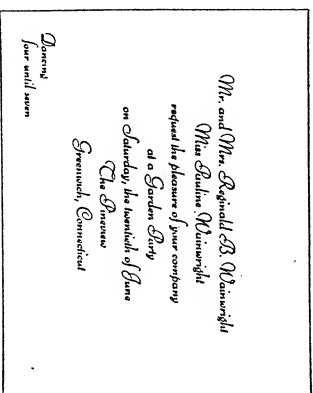
The following examples illustrate the proper form to be used on various occasions: of invitations, acceptances and regrets, both formal and informal:

Formal Invitations

An invitation to any formal function, such as dinner, luncheon, follows exactly one of the models below.

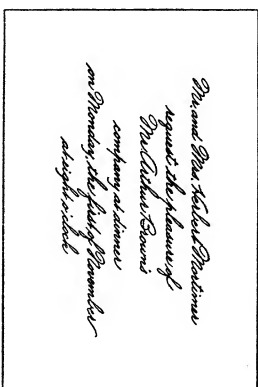
MODEL I**MODEL II**

When the invitation list runs into hundreds, the following form frequently is chosen to avoid inserting the name of each guest.

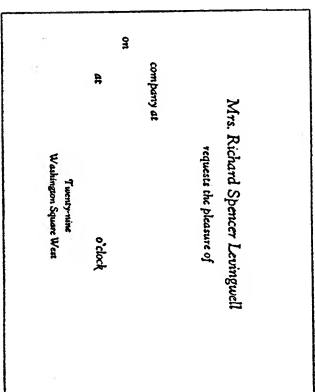
**MODEL III**

Either of these invitations may be written by hand instead of engraved, provided it is done neatly, legibly and with the same spacing and form as that of the

engraved invitation. Use either plain white note paper or a correspondence card.

**MODEL IV**

The hostess who entertains a great deal keeps on hand a special invitation card, suitable for any formal occasion. An example of this is given below. She fills it out as the need may be.

**Visiting Card Invitations**

The hostess may send her visiting card instead of a written note as invitation to a formal dance, tea, bridge or musical. This saves her time, particularly if the invitation list is a long one. The card is placed in an envelope which matches it in quality and size. To

avoid its loss in transit and to adhere to postal regulations, this small envelope should be enclosed in a larger one of standard size. The date, the occasion and time are put either in the lower left hand corner of the card or at the top. If R.s.v.p. appears it is always in the left hand corner as shown below.

No abbreviations are used upon such a card, though date and time may be in figures.

June 12
Quilda at 7 o'clock

Mrs. George Philip Gilmore

R. S. V. P. *Oliver Scott Orin St. Mark*

The music
Orchestra Playing Gaiety

Miss Esther Mae Asterbrook

June 9
7 o'clock

Greenwich, Connecticut
Beach Front

If the party is given in honor of a particular guest the words "To meet Miss Mary Brown" are written across the top of the card above the hostess's name. The reply to such an invitation, whether an acceptance or a regret, is always the formal one, written in the third person. Never send your visiting card with a "Regrets" or "Acceptance" on it.

Informal Invitations

An invitation to an informal affair is always written in the first person and does not follow any set form. To the more or less formal acquaintance one says—

Dear Mrs. Weston:
Will you and your husband dine with us on Wednesday, the fourth of June, at eight o'clock?
We are looking forward to seeing you again.

Sincerely yours,
Grady Roberts

To an intimate friend one says—

Dearest Phyllis,
How is your summer season? Next Wednesday night, the eighth, at seven thirty? Can you show me your visit by that date? I will be glad to meet you wherever it is.

Affectionately yours,
Edgar White Lee

Informal Replies

INFORMAL replies, like the informal invitation, follow no set rule.

Acceptance from a more or less formal acquaintance reads to this effect:

Dear Mrs. Brewster,
It will give us great pleasure to have with you on Tuesday, the 21st of January, at 8 1/2 o'clock.
Yours very much as ever,
Sincerely yours,
Tom Thomas

Regrets from an intimate friend:

Dear Stewart,
I am sorry, but I cannot engage for next Monday, as I am at home for dinner. Will you ask Miss Morgan, for we must see whether she will go?
Affectionately yours,
Tom

Note that the exact date and hour are not repeated in a regret.

In Conclusion

THUS, in order to write a good letter, one that is socially correct, we must have at hand the following equipment: carefully chosen letter paper and envelope; a suitable pen; ink of the proper color and consistency, and a working knowledge of the forms which govern correct social correspondence, as set forth in this little booklet.

But, important as these forms are, your success as a social correspondent rests largely upon the thought and spirit that emanate from the letters you write—the invisible message that the reader glimpses between the lines. Without these reflections of your sincerity and individuality, these forms, except for themselves, are meaningless and empty.

It has been complained that letter writing is a lost art today. But it need not be if one masters the forms and makes the spirit expressive of his true self.

UNCONDITIONALLY GUARANTEED AGAINST DEFECTS

WHEN you buy a Waterman's Fountain Pen, you buy the finest writing instrument money can buy—and one that is *unconditionally guaranteed against defects in workmanship.*

Every model—and there are pens in almost limitless variety to suit every purse and every taste—must pass a series of rigid and exacting tests before it is permitted to leave our factory. But no pen, however conscientiously and scientifically tested, is impervious to misuse or unavoidable accident. No matter where the user may be—in this country or abroad—no matter how remote from the source through which the pen was purchased—Waterman stands ready to give prompt and efficient repair service.

The L. E. Waterman Company maintains office and show rooms at the following addresses:

- OFFICES AND SHOW ROOMS
- Waterman Building, 40 School Street Boston
 - Waterman Building, 129 So. State Street Chicago
 - Waterman Building, 609 Market Street San Francisco
 - Waterman Building, 263 St. James Street Montreal, Canada

- EUROPEAN AND OTHER OFFICES
- London, W. C. 2 "The Pen Corner," 41 Kingsway
 - London, N. W. 6 Kibburn, London
 - Paris No. 1, Springfield Gardens
 - 6 Rue Monsigny
 - Via Bossi 4
 - Corso Vittorio Emanuele
 - 14 Rue du Pont Neuf
 - 37 Bahnhofstrasse
 - Calle Balmes 75
 - Wilhelmstrasse, 106
 - Ziegelstrasse 32
 - Vitkova ul 8
 - Kacza 7
 - 105 Clarence Street
 - 168 Edward Street
 - 449 Little Collins Street
 - Trinity Bldg., Hay Street
 - Wynham Street
 - 116 Wakefield Street
 - 19 Bedford Row
 - 37 Mansion House Chambers
 - Lavalle 1582
 - Rua dos Ourives 55-2

- Warsaw
- Prague, X
- Vienna, VII
- Berlin, S. W. 48
- Barcelona
- Zurich
- Brussels
- Milan
- Paris
- London, W. C. 2
- London, N. W. 6
- Kilburn, London
- Paris
- Milan
- Brussels
- Zurich
- Barcelona
- Berlin, S. W. 48
- Vienna, VII
- Prague, X
- Warsaw
- Sydney, N. S. W., Australia
- Brisbane, Queensland, Australia
- Melbourne, Victoria, Australia
- Perth, Western Australia
- Auckland, N. Z.
- Wellington, N. Z.
- Christchurch, N. Z.
- Cape Town
- Buenos Aires
- Rio de Janeiro